

Yehuda Weinraub, Ph.D. - Curriculum Vitae

For submission to the Council for Higher Education

CV Form

Date: Dec. 26, 2015

Yehuda ('Eugene J.') Weinraub - Curriculum Vitae

Personal Details:

Academic Degree: Ph.D.

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School/Department: School of Media Studies and English Studies Unit, The College of Management Academic Studies

Academic Education:

B.A. *Magna Cum Laude* with honors in French, Brooklyn College of the City University of New York (1966).

Studies at Université de Paris (Sorbonne) - Faculté des Lettres et Sciences Humaines , Institut d'Etudes Politiques, and at the Séminaire Israélite (1964-65) (under the aegis of the Sweet Briar College Junior Year Abroad Program).

Certificat, Université de Poitiers, Centre d'Etudes Supérieures de Civilisation Médiévale (1968).

Ph.D., Cornell University (1970), in Medieval French Literature with minor concentrations in Romance Linguistics and Semitic Studies.

Certificate, Hebrew University, Jerusalem, Faculty of Social Sciences, *Smart* Communications Institute, Course in Advanced Media Studies (1995).

Ph.D. Details: (Institution, Adviser/s, Title)

Weinraub, Eugene J. *Chrétien's Grail: A Jewish Rite? -A New Investigation Based Upon Medieval Hebraic Sources.* Cornell University 1970. Advisors: Professor Alice M. Colby

(Romance Studies) Prof. Robert A. Hall, Jr. (Linguistics), Prof. Alfred Ivry (Semitic Languages and Literatures). [A Review article on my thesis appeared in *Cahiers de Civilisation Médiévale*, 14.4 Fasc.56 (1971): 399-401]

[Note: I was in a direct Ph.D. track after completing my BA]

Further Studies:

- Graduate, Israel Defense Forces Advanced Public Affairs Officers Course (1996)
- Graduate, IDF Inter-arm Command and Staff College: Staff Officers Course (1978)
- Graduate, IDF Officers School (1976)
- Graduate, USAFROTC Basic Officers Course (1964)
- IDF Military Training Courses in Area Studies and Arab Affairs
- Graduate, IDF, Signals Electronics and Computer Corps Course in Website Construction (1998)
- Tel Aviv Cantorial Institute (2008-2012)

Academic Experience - teaching:

Teaching Fellow, Cornell University, Ithaca, New York (1969-1970).

Instructor in undergraduate introductory French literature course.

Full-time Lecturer, Departments of French Civilization and Theater Bar Ilan University (1970-1978).

Taught B.A. and M.A.-level courses in medieval French literature, linguistics, history of the theater and theater directing. Among courses taught were seminars in Mediaeval French Literature (The French Romance and Theater), History of French Theater, French Philology, Romance Linguistics, Humanism and Rabelais, Introduction to Medieval French Literature. I also staged a number of plays in French and Hebrew (*Les Chaises* by Ionesco; *Antigone* by Anouilh *Le Bourgeois Gentilhomme*, by Molière; *La Farce de Maître Pathelin*, *The Microphone* [in Hebrew] by Moshe Shamir; *Three Women in Yellow* [in Hebrew] by Yisrael Eliraz).

Lecturer, School of Media Studies, College of Management. (2002-present) and from 2008 – present Lecturer in the English Studies Unit of the College of Management.

In the School of Media Studies I have given seminars on Communicating with Foreign Target Audiences, International Public Diplomacy and Integrated Marketing Communication Campaigns, and Political Campaigns in the USA. From 2005-2007 I directed the School of Media Studies' first year English Studies programs (During that period English Studies were administered separately in each school of COMAS). Afterwards I designed, coordinated and taught the 3rd year course in Professional English for Media Studies (which is administered in the School of Media Studies). In the context of English Studies Unit I have taught first and second year Beginners' and Advanced English Studies courses in different Schools and Departments of COMAS (including the School of Media Studies, The School of Business Administration and the School of Economics and School of Interior Design).

Academic/Administrative Positions:

2004-2007 Director of the School of Media Studies' English Program Responsible for designing content, producing sourcebook, engaging coaching lecturers and teaching assistants. [At that time each School in the College of Management had its own required English program.]

2010-present, Coordinator of the special 3rd year Professional English for Media Studies course given within the School of Media Studies (which gives students professional media – related skills in English, such as interviewing and writing articles, writing CVs and job application, composing marketing and media plans, making professional presentations on advertising and marketing campaigns, etc.). Responsible for designing content, producing sourcebooks, engaging and guiding lecturers and teaching assistants.

Academic Commissions at the College of Management Academic Studies: Member of the Pedagogical Authority (2002-2010[?]). Member of the Council of the School of Media Studies (2015- present).

Contacts and PR on behalf of the School of Media Studies: I initiated and organized the visit of prize-winning Hollywood screenwriter, dramaturge and author, Dan Gordon, to the School of Media Studies in 2012, as scholar-in-residence. During his stay he gave workshops and lectures on screenwriting and pitching. [This eventually led to his donating the annual Zaki Gordon Award for Excellence in Screenwriting, as of 2013.]

I initiated contacts with the Israel Ministry of Foreign Affairs (Head of the Brand Management Section, and Heads of *Hasbara* and Digital Diplomacy Departments) and the Wikimedia-Israel Association for the purposes of cooperation (which led to a cooperation in projects with Wikipedia in 2014, 2015).

I initiated contacts with Mr. Alexander Pevzner, a scholar and analyst of the Chinese Media (as well with a group of interested backers), which led to the establishment of the Chinese Media Center within the School of Media Studies (2014).

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Previous Professional Experience (Non Academic):

Military

Director, The Foreign Information Bureau of the Israel Defense Forces Spokesperson's Unit (1976-1983; 1984-1987).

Commander, IDF Spokesperson's Unit in Lebanon (April-December, 1983) in Beirut Suburb of Yarze; responsibility for Sidon, and later in Dbaiye). Responsible for liaising with the International, Lebanese and Israeli Press Corps.

Founder and Editor- in-Chief of the *IDF Journal* (1982-1987).

Responsible for producing and editing a quarterly a journal on military thought that was distributed to decision makers in 50 countries.

Assistant IDF Spokesperson for Information Projects, and Director of the IDF Spokesperson's Think (1989-1990).

Last-held IDF Career Position: Director of Information, Israel Defense Forces Spokesperson's Unit. (1994-1999)

Responsible for Publications in Hebrew, English and other languages, managing the IDF Website and briefing official visitors and journalists.

Reserve Service from 2000-present in capacities of Foreign Press Liaison and Relations with Public Affairs Officers of foreign military organizations.

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- **Directed the IDF Spokesperson's Think Tank (1989-1990, 1982-1987).**
 - **Founded and edited the *IDF Journal* (1982-1987).**
 - **Participated in IDF military delegations abroad and in the military talks at Nakura Lebanon (1985) and with the Egyptians (1978). Represented the IDF on speaking tours abroad.**
 - **Founded and managed the IDF Website (1996-1999).**
 - **Negotiated and concluded international Public Affairs cooperation agreements.**
 - **Participated in numerous international military exercises and planning conferences, in Israel and abroad, Responsible for Media coverage of the first *Reliant Mermaid* trilateral US- IS-Turkey naval exercise, and participated in the major annual bi-lateral IS-US exercises (the last being in 2014).**
 - **Front-line PAO during Second Lebanon War (2006).**
 - **PA staff officer on Humanitarian Affairs Coordinating committee during Operation Cast Lead.**
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Public Sector

- **Director of Foreign Press Relations, Jewish Agency for Israel (2001-2003; 1990-1993). Coordinator, JAFI Herzliya Conference Project (2001-2004).**
- **Midwest Regional Director of *Israel Aliyah Center* and Coordinator of Zionist Delegation to Midwest USA (1987-1989).**
- **Director General, *Alliance Israélite Universelle en Israël* (2000 -2001).**

Research Students (M.A and Ph.D.):

Name: MA Ms. Daniella Iancu (1974), BIU Subject: Ionesco

Membership in Professional Societies:

I have been a member of the Modern Language Association,

Languages

- **English, French, Hebrew (complete mastery).**
- **Comprehension of Spanish, Italian, basic Russian, Arabic and German.**
- **Knowledge of medieval Romance Languages and Latin.**

Positions and Public Activities:

The Israel Debating Society (*Siach VaSig*), Members of the Board of Directors. (1989-20007)
Controller (2008-present)

The Israel Defense Forces Disabled Veteran's Association.

Publications:

Books and monographs:

Weinraub, Eugene J. *Chrétien's Jewish Grail: A New Investigation of the Imagery and Significance of Chrétien de Troyes's Grail Episode, based upon Medieval Hebraic Sources*, North Carolina Studies in the Romance Languages and Literatures No. 152 (Chapel Hill: University of North Carolina Press, 1976) [This book was reviewed in *Religious Studies Review*, 5.1 (1979):78 and in *French Review*, (May, 1977): 919-920.]

Refereed Journal Articles:

Weinraub, Eugene J., "Plays as Pedagogical Laboratories: *Mahomet* and *Don Pèdre*," *Studies on Voltaire and the Eighteenth Century*, CXL, (Banbury, Oxfordshire: Voltaire Foundation, Thorpe Mandeville House: 1975) pp.45-61.

Weinraub, Eugene J. "Azriel de Gérone : Commentaire sur la liturgie quotidienne," *Cahiers de Civilisation Médiévale*, 20.1 fasc.77 (1977), pp. 72-75 [Review article on Gabrielle Sed-Rajna's critical translation.]

Other publications

I have published over 200 articles on military and political affairs in specialized military publications as well as in the popular press. In addition, under the imprint of the IDF Spokesperson's Unit, I produced internal publications and anthologies on the history and structure of the IDF, dossiers on Israel's borders (for the benefit of foreign correspondents) and classified position papers and reports. As part of my duties in the Jewish Agency for Israel, I produced papers on the Jewish People as an element of Israel's national strength. These papers were distributed at the annual Herzliya Conference held under the aegis of the Interdisciplinary Center (from 2001-2004). I have prepared internal *sourcebooks* for the courses in Professional English for Media Studies that I coordinated in the School of Media Studies' English Studies program.

Appended is a list of selected articles that I have written on Military, Political and Current Affairs

Papers presented at academic conferences:

"The Media and the Military." The Morris Cohen Symposium on Government and the Media in Israel held at the Humphrey Center for Social Ecology, Ben-Gurion University of the Negev, Beersheba, March 29, 1984.

"Israel's Policy for Punishing Terrorists" paper presented at the Morris R. Curiel Center for International Studies, Tel Aviv University, May 25, 1998.

Scholarships, Prizes and Awards:

- Awarded the College of Management's Outstanding Lecturer Award in 2007, Most Appreciated Lecturer award in 2009 and Outstanding Faculty Member Award in 2013, 2015.
- Received numerous academic scholarships and fellowships, including: New York State Regents Scholarship, Brooklyn College Gideonse Foreign Study Fellowship (for Undergraduate Study Abroad); NDEA Title IV Fellowship for Graduate Study, and New York State Graduate Study Fellowship.
- Elected to academic honor societies, (including: Phi Beta Kappa; Pi Delta Phi [French Studies Honor Society] Undergraduate, 1966; and Phi Kappa Phi [Graduate School Honor Society] 1970).
- Received International Military Certificates of Appreciation, including one from 2nd Battalion, 160th Special Operations Aviation Regiment (Airborne). U.S.A. for assisting wounded US serviceman (1995). and Certificates of Appreciation from Director of Public Affairs, US European Command for personal contribution to furthering European Command IDF Public Affairs.
- Received Citations for Excellence from the Chief of IDF Operations (J-3), Maj. Gen. Tal Russo (2008) and from the IDF Spokesperson Brig. Gen. Avi Benayahu (2008) and from IDF Spokesperson Brig. Gen. Yoav Mordechai (2012).

Selected Articles on Military, Political and Current Affairs by Yehuda

Weinraub, Ph.D.

Opinion

“When we really are a family.” [National Unity –the First Lesson of Operation Protective Edge] *The Jewish Chronicle*, 14 August, 2014:31

“The Chief Rabbinate’s sad statement on religious girls serving in the IDF.” *The Jerusalem Post* 19 January, 2014: 13.

Analysis

“A Profile of the IDF Air Defense Corps.” *IDF Journal* 4.2 (1987): 54-57.

“The Israel Air Force and the AirLand Battle.” *IDF Journal* 3.3 (1986): 22-30.

“The Media and the Military: Journalists confront Soldiers—A Symposium on Military-Media Relations.” [Symposium with Foreign Journalists introduced and chaired by Lt.Col. Yehuda Weinraub] *IDF Journal* 3.2 (1986): 68-80.

“Long-Range Operations in the Israel Air Force.” (written with Tony Gadot) *IDF Journal* 3.2 (1986):27-33.

“Erziehung und Ausbildung des Menschen in der israelischen Armee. (‘Education and Training in the Israeli Army’).”*ASMZ -Allgemeine Schweizerische Militärzeitschrift* 151.12 (1985): 723-724.

”Combat Fitness: The IDF’s Practical Approach to Physical Fitness.” *IDF Journal* 3.1 (1985): 55-70.

“The Lavi -- From the Editor’s Desk.” *IDF Journal* 2.3 (1984): 2-3.

“Merkava: A National Enterprise.” (written with Maj. Louis Williams). *IDF Journal* 3.1 (1984): 46-53. Reprinted as:

“Israel’s Merkava: A National Enterprise.” *Defense and Foreign Affairs*: 12.9 (1984): 13-17, 34.

“The IDF Story: 35 Years Young.” *IDF Journal* 1.3 (1983): 3-6.

“Peace for Galilee: The Media –A Fair Deal?” [Analysis of Media Coverage of the first Lebanon War] *IDF Journal* 1.2. (1982): 30-32.

“Coping with Katyushas,” *IDF Journal* 1.1. (1982) 5-11.

“Syria’s Reign of Terror: For all the attention focused on Lebanon it is still not generally understood that the country is almost totally controlled from Damascus.” *The Jerusalem Post* 3 June 1981

“Shattered Myths: The Hostilities between Iraq and Iran.” *The Jerusalem Post* 28 July 1980.

“Mutual Encounters: The Real Problem facing Arab Women in Judaea, Samaria and Gaza.” *The Jerusalem Post* 28 July 1980:10.

“In Support of Major Haddad,” *The Jerusalem Post*: 21 July 1980:

“The Imperatives of Security.” *The Jerusalem Post*: 18 April 1980. Reprinted as “Les impératifs de la sécurité.” *Centre d’Information et de Documentation Israël-Moyen Orient, Bruxelles : Notes d’Information*. 22 April 1980.

“Arming a Potential Enemy” [Implications for Israel of Saudi Arms Buildup] *The Jerusalem Post* 13 January 1980:6.

Interviews

“ We can and must beat terrorism: An Exclusive Interview with Sen. Giovanni Spadolini, Italian Minister of Defense.” *IDF Journal* 4.2 (1987) 7-8.

“An Exclusive Interview with Sen. Edward Kennedy.” [on Israel-US Defense Relations] *IDF Journal* 4.1 (1987) 9-10.

“An interview with Maj. Gen. (Res.) David Ivry, Director General of the Ministry of Defense.” *IDF Journal* 4.2 (1987) 13-15.

”An Interview with Maj. Gen. Amir Drori, Officer Commanding or the Armored Corps(written with Jeff Abramovitz) *IDF Journal* 3.3(1986): 16-18.

“The IDF in ’86: Interview with the Chief of the IDF General Staff [Moshe Levy]” (written with Jeff Abramovitz) *IDF Journal* 3.2 (1986) 6-8.

“The Human Element in the IDF: An Interview with Maj. Gen. Amos Yaron, Director, IDF Manpower.” *IDF Journal* 3.1 (1985): 9-12.

“The Israel Air Force: Present and Future –An interview with Maj. Gen. Amos Lapidot, G.O.C., Israel Air Force” *IDF Journal* 2.3 (1984): 8-12.

“Maj. Gen.. David Ivry, Deputy Chief of Staff of the IDF, on IDF operations and Planning: An Interview.” *IDF Journal* 2.2 (1984) 5-10.

“An Interview with the Defense Minister Moshe Arens,” *IDF Journal* 2.2 (1984): 1-3.

“Interview with Chief of Staff, Lt. Gen. Moshe Levy.” (written with Brig. Gen. Yaakov Even) *IDF Journal* 1.3 (1983): 3-6.